1-19.   (Cancelled/Withdrawn).

20.   (Previously Presented) A method for generating promotional scheme parameters using electronic coupons, characterized in that it includes:

automatically obtaining market demand data from defined sources of online auctions,

conducting online auctions using defined parameters for specified goods and/or services, wherein said parameters comprise non-quantitative attributes comprising cultural attributes of bidders of said online auctions,

storing and analyzing the market demand data obtained from said online auctions or said conducted auctions to estimate demand and calculate promotion scheme parameters for issue of redeemable electronic coupons, wherein storing and analyzing of the demand data is by a statistical method that generates the promotion scheme parameters for different market segments, and wherein storing and analyzing the demand data receives the data from an electronic coupon issuing system as a feedback in order to dynamically learn, adapt and improve generation of said promotion scheme parameters, and

generating said redeemable electronic coupons.

21.   (Previously Presented) The method of claim 20, wherein obtaining demand data from online auction includes ability to access different types of auctions such as sealed-bid auctions, open-cry auctions, Dutch auctions and reverse auctions.

22.   (Previously Presented) The method of claim 21, wherein obtaining the demand data from online auctions is through software to start capturing the demand data from the time the auction starts to the time it ends.

23.   (Previously Presented) The method of claim 20, wherein the demand data comprises of the names of products or services being auctioned, the bids from a plurality of bidders participating in an auction, the reserve prices of the auction, the duration of the auction, the total number of bids received for each product or service, market segment of the bidders.

24.   (Previously Presented) The method of claim 20, wherein the demand data further includes the information specific to particular auction types such as the opening price and the successive decrements in case of descending ("Dutch") auctions.

25.   (Canceled/Withdrawn).

26.   (Previously Presented) The method of claim 20, wherein said statistical method includes:
        estimating the market demand curve and the price elasticity for an auction item or product or service from a plurality of demand data sources, and
        determining if an item or product or service is amendable to price discrimination based on said estimated demand curve and price elasticity.

27.   (Previously Presented) The method of claim 20, wherein said promotion scheme parameters include the collection of items or products or services to be discounted, the amount of

discount, the nature of discount, market segment for the promotion scheme, duration of promotion scheme and identification of methods of offering the scheme.

28.   (Previously Presented) The method of claim 26, wherein estimating of the market demand curve is by considering the fractional demand at a particular price, the fraction of population that is willing to pay the price, computing the product of the fractional demand and the demand at zero price i.e. the size of the market willing to buy the product at zero price.

29.   (Previously Presented) The method of claim 27, further comprising suggesting the discounting of a substitute of the product or item or service being auctioned.

30.   (Previously Presented) The method of claim 29, wherein said item being auctioned is a competitor's item and the substituted product is promoter's own.

31.   (Previously Presented) The method of claim 21, wherein obtaining of the demand data includes the ability to cover multiple market segments and suggest a promotion scheme targeted at different market segments.

32.   (Previously Presented) The method of claim 27, further comprising suggesting discounting of a cross selling or an up selling product to the product being auctioned.

33.	(Previously Presented) The method of claim 28, wherein estimating of the demand curve uses the winning bid and the highest bids of all the bidders for the case of open-cry or ascending auctions while for the descending auctions namely, Dutch auctions only the winning bid is used.

34.	(Previously Presented) The method of claim 28, wherein estimating of the market demand curve for an individual item uses demand data where multiple units of items are auctioned.

35.	(Previously Presented) The method of claim 26, wherein estimating of market demand curve uses the quantity demanded by an individual buyer at various price levels.

36.	(Previously Presented) The method of claim 28, wherein estimating of the market demand curve information from the online auctions is used to determined the decrement size in a descending or Dutch auction.

37.	(Previously Presented) The method of claim 20, further including method for the user to configure the sources of online demand data as well as the parameters for conducting online auctions on a plurality of products on specified URLs.

38-61. (Cancelled/Withdrawn).